

C U M B E R L A N D
DOWNTOWN DEVELOPMENT COMMISSION
A Main Street Maryland Community

MEETING MINUTES
September 8, 2022
9:00 AM - Via WebEx

Call to Order

Board Chair, Doug Schwab, called the meeting to order at 9:00AM.

Attendance

In Attendance: Dan Bowser, Ryan Brenneman, Stu Czapski, Ruth Davis-Rogers, Ed Huber, Larry Jackson, Melinda Kelleher, Lori Lepley, Laurie Marchini, Matt Miller, Mayor Ray Morriss, Sandi Saville, Doug Schwab, Leigh Ann Sipple, Penny Walker, Rhett Wolford

Media: Brian Gowans, WCBC radio and Lindsay Renner-Wood, Cumberland Times-News newspaper

Absent: John Buchanan, Bob Mayhew, Dave Romero

Minutes

August meeting minutes accepted as submitted.

Introduction of New Board Members

Doug asked that we each introduce ourselves since we had three new board members in attendance at their first meeting – Ryan Brenneman, Penny Walker and Rhett Wolford. Each new board member also introduced themselves. Doug shared that a New Board Member Orientation was held on September 2nd.

Treasurer's Report – Ed Huber

August shows expenses at 13% year to date. Melinda asked Ed to explain further about the revenue showing as Coronavirus Local Recovery Funds. These are funds from the American Rescue Plan Act (ARPA).

Report from Executive Director – Melinda Kelleher

Completed:

- Executed Friday After Five for August 12th.
- Met with City Administrator and Police Chief about Code Enforcement Officers for the DDC District.
- Met with DDC Board Chair to plan the New Board Members Orientation, created all documents and participated in orientation.
- Met with DDC Board Chair and DDC Treasurer to review DDC Budget.
- Met with City IT Department, Police Representatives and CEDC about the RFP for the Community Safety Grant.
- Spoke at the Allegany County Retired School Personnel monthly luncheon.
- Call with Comcast/Effectv about recent streaming ads results.
- Special events meeting with other City representatives to review upcoming events and needs.
- Met with Lost Mountain BBQ restaurant about their upcoming event.

MEETING MINUTES
September 8, 2022

Report from Executive Director – Melinda Kelleher

Completed continued

- Call with Main Street Maryland organization representative to review Cumberland’s page on the website and make updates.
- Submitted quarterly report for the Main Street Improvement Program 2022 grant.
- Helped organize ribbon cutting for opening of Hidden Treasurers on Centre Street and attended.
- Call with Curly Red to discuss design needs for Winter Wonderland Window Decorating Contest and finalized materials.
- Followed-up with Technology Grant vendors to submit their new vendor forms; matched vendors with downtown businesses.
- Ordered Halloween event prizes and trick or treat bags for October 29th.
- Attended Chamber Economic Outlook workshop.
- Walked the DDC district with Mall Maintenance Manager and did inventory of all City assets to prepare for Baltimore Street construction (benches, trash cans, light poles, and bike racks).
- Meetings attended: Baltimore Street Project Workgroup, Mountain Maryland Trails 3M Ride Committee, Mountain Maryland Trails Board meeting, Chamber Economic Development Committee
- Executed August social media calendar (Facebook new Likes – 43; Facebook new Followers – 60).
- Completed Main Street Maryland report for August and submitted.

September/October Projects:

- Send out registration forms for the Winter Windows Contest, write press release, submit invoices for seed money and distribute seed money checks.
- Grant report for Technology Grant.
- Work with Curly Red/Kendall Ludwig on DDC Marketing Plan and website updates.
- Execute September Friday After Five.
- Special events meeting with other City representatives to review upcoming events and needs.
- Work on details of Halloween event – promotional flyers, ads, etc.
- Attend Leadership Allegany Orientation Retreat.
- Main Street Maryland September report.
- Execute September social media calendar.
- Continue marketing and social media execution to promote support of local downtown retailers and restaurants.
- Attend bi-weekly Baltimore Street Project meetings, Mountain Maryland Trails board meeting, 3M Ride Committee, and monthly Chamber Economic Development Committee meetings.

This past month was productive in the area event planning and execution. With two Friday After Five events coming up, along with the Halloween event, the window contest, and the holiday events, it will be a busy fall and winter. Challenges for the next month: Balancing events with the important strategy work on the Marketing Plan and website.

MEETING MINUTES
September 8, 2022

Old Business

RFP released for the Baltimore Street Project. A bid meeting was held and (8) contractors attended and some additional sub-contractors. Bids due September 21.

New Business

CEDC Updates – Matt Miller provided the following updates:

- Draft of the RFP for the Community Safety Grant Security Camera project is being finalized and should be released on September 16. Bids are due October 14.
- The Downtown Investment Plan grants will be released in three phases and will be open to the entire DDC district, not just Baltimore Street.
 - a) Phase One – For facades and technical assistance. Will be released at end of September.
 - b) Phase Two – Infrastructure upgrades for downtown buildings for water and fiber upgrades. Includes upper story redevelopment.
 - c) Phase Three – New Business Attraction grant to provide rent subsidies.

Historic Preservation Update – Ruth Davis-Rogers provided the following updates:

- DHCD Community Legacy group came to tour some of the projects we have applied for.
- MD Historic Trust grant received for an Historic Preservation Plan. RFP will go out by end of September. The plan will be a good tool for the public to understand historic preservation more clearly.
- Many building owners and potential investors are calling with questions about renovations.

Upcoming Events Update – Melinda provided the following updates:

- Reminder about the Friday After Five event tomorrow night as well as for October 14th.
- North Centre Street Festival on October 8th.
- Boo on the Bricks planned for Saturday, October 29th downtown that will include trick-or-treating and other activities from 11AM – 2PM.
- Winter Wonderland Window Decorating Contest will take place November 21 – December 31.

Other Business

Melinda suggested we consider an in-person meeting in October as we haven't met in person for over two years. It can be a hybrid meeting for those who can't come in person. Doug agreed that meeting in person raises the energy level in the meetings and provides better opportunities for brainstorming and ideas. Doug also mentioned that the DDC meetings in the future will move away from just reporting and more towards discussing challenges and how to address them.

Larry asked if we could put together a one-pager listing all of the grant opportunities for downtown business and building owners. Matt will finalize his list and send to Melinda to put on the City website. Melinda, Matt and Ruth can work on combining everything into one list.

Public Comment

No public comments.

There being no further business, the meeting was adjourned at 9:55AM.

The next regular meeting will be held on Thursday, October 13, 2021 at 9AM